

Application No. : 10/043,876
Amdt. Dated : October 17, 2007
Reply To O.A. Of : April 12, 2007

REMARKS

Claims 1 – 23 were pending and Claims 1 – 20 were pending for consideration. By way of this Supplemental Amendment, the Applicant amended Claims 1, 6, 12 and 15, canceled both Claim 7 and withdrawn Claims 21 – 23, and added new dependent Claims 24 – 26.

Supplemental Amendment Comments

The present supplemental amendment broadens the independent claims to clarify that activation of any part of the advertisement can cause the options to appear in the users browser. None of the prior art discussed this feature of causing options to appear, therefore, the amendment does not generally impact arguments made in the Applicant's prior October 17, 2007 amendment. However, as broader claims generally, prior art may have to be revisited.

Dependent Claims 6 and 8 – 9 recite the activation as activation of at least the advertisement, and dependent Claims 24 – 26 recite the activation as activation of at least the indicia. The present supplemental amendment broadens dependent Claim 12 to include the indicia being at least one of a logo or a business mark.

No Disclaimers or Disavowals

Although the present communication may include alterations to the application or claims, or characterizations of claim scope or referenced art, the Applicant is not conceding in this application that previously pending claims are not patentable over the cited references. Rather, any alterations or characterizations are being made to facilitate expeditious prosecution of this application. The Applicant reserves the right to pursue at a later date any previously pending or other broader or narrower claims that capture any subject matter supported by the present disclosure, including subject matter found to be specifically disclaimed herein or by any prior prosecution. Accordingly, reviewers of this or any parent, child or related prosecution history shall not reasonably infer that the Applicant has made any disclaimers or disavowals of any subject matter supported by the present application.

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Request For Telephone Interview

As agreed to in the October 2, 2007 interview, the Applicant's undersigned attorney of record hereby formally requests a telephone conference with the Examiner to the extent that the presently amended claims are deemed unallowable for any reason. The Applicant's attorney can be reached at (949) 721-2946 or at the number listed below.

In addition, please charge any additional fees, including any fees for additional extension of time, or credit overpayment to Deposit Account No. 11-1410.

Respectfully submitted,

KNOBBE, MARTENS, OLSON & BEAR, LLP

Dated: October 17, 2007

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